

PHILIP MORRIS ASIA INCORPORATED
INTER-OFFICE CORRESPONDENCE
25/F, UNITED CENTRE, HONG KONG

To: J. Gibson Date: May 8, 1984
From: D. Tao c.c. L. Cooper (Richmond)
Subject: SINGAPORE - ALPINE LUXURY LENGTH E. Butson (NY)
D. S. Devitre (HK)
D. Gatenby (HK)

This serves to confirm points discussed this morning relating to the project :

Product Specs

- Length : 90 mm
- Tar Delivery : Preferably 13 - 15 mg, will accept 16 - 17 mg if it will expedite product availability.
- Circumference : standard U.S. 88 mm product circumference.
- Mentholation : To match Salem K.S.
- Suggested Blend : U.S. Players Menthol
- Tipping Paper : White
- Die : As per Australian Alpine Luxury length.

Import Duty

Bearing in mind that Singapore import duty is based on cigarette weight (US\$20 per kilo), please investigate all possibilities on duty saving.

Timing

Market launch in July 1984.

Produce Prod
RECEIVED
ELIZABETH BUTSON

[Signature]
D. TAO

DT/jp

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